Broadcasting Aug 27

Incorporating Broadcasting / Cable — 59th Year 1990

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Talk networks help AM stations fill programing void

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Networks "stagger" into fall; Programing Top 10 markets

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Tiering talk causes language changes in programing contracts

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Station trading: Many a slip twixt contract and close

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Vol. 119 No. 9

How profitable it is—or isn't—among the groups

THIS WEEK

27 / SQUEEZE ON TV PROFITS FOR 1990

Until recently, TV station operating margins in 1990 were expected to hold their own against 1989. But flat local ad revenue and events in the Middle East are starting to cause securities analysts to lower their projections and encourage operators to try to keep costs one step behind revenue.

28 / BURKE OUT AT CBS NEWS

CBS News President David Burke, whose stern and tight-lipped management style was apparently his undoing at the network, was forced out last week. He has been replaced by long-time insider Eric Ober, most recently head of the CBS-owned TV stations division.

30 / IRAQNIPHOBIA

Network correspondents spent another busy and controverisal week in Iraq. By week's end ABC's Ted Koppel left Baghdad by choice, while CBS's Dan Rather was given the boot by the Iraqi government. Personality clashes were not limited to the Persian Gulf. Rather accused NBC News executive Steve Friedman of being the voice behind an anonymous quote poking fun at Rather's coverage. By week's end, CNN had gotten its first reporter into Baghdad and had aired the exchange between Iraqi president Saddam Hussein and western hostages in its entirety. Also in the news was Jesse Jackson, who has his own ambitions to interview Hussein in Iraq. One of the many questions left unanswered: Who would air such an interview.

ABC's Forrest Sawyer is working out of Amman, Jordan (page 30)

31 / FAVORING THE TELCOS?

According to National Association of Broadcasters President Eddie Fritts, the National Telecommunications and Information Administration, which is responsible for advising the White House on communications issues, has an unabashed bias in favor of the telephone industry.

32 / PD ROLE PLAYING

Are program directors an endangered species? In response to new marketplace realities, TV stations are redefining the role of the program director and the programing department nationwide. Some stations feel less need for a full time PD; others have merged them into a bigger unit comprising promotion, marketing, production and public affairs.

34 / HOW SWEET IT IS

After KRON-TV San Francisco declined to renew King World Productions' *Jeopardy!* and *Wheel of Fortune*, the company, in principle, sold the 1992-94 broadcast rights to KGO-TV there. An industry source said King World sweetened the deal for both nationally top-rated game shows by dropping the combined license fee.

35 / JAGGED EDGE

This year, more than any other, the television networks are staggering their new programing from August through at least October. NBC will unveil most of its new shows in August; CBS will roll out most of its schedule over the last three weeks of September, while holding at least three series until October. Fox begins its premiere plans on Labor Day weekend. Only ABC will premier all of its schedule during September.

36 / TOP 10 TROUBLES

With a surplus of incumbent game shows and reality-based magazine strips, station programers in the nation's top 10 markets surveyed by BROADCASTING were chary about allotting prized early fringe and prime access time periods to new syndicated programs. No. 1 New York provided only one access slot for a new game show, while No. 2 Los Angeles made three early fringe game show entries and one magazine strip insertion for access.

40 / AM SAVIOR?

Over the last five years, stations have tried—with varying degrees of success—to program anything that might boost AM audiences, from round-the-clock Elvis to game shows to talk radio. The resurgence of the last named on AM bodes well for national talk networks—if local resistance and regional differences don't pose too much of a challenge.

48 / HOW I SPENT MY SUMMER VACATION

Some cable operators and programers spent the summer rearranging contract provisions dealing with tiering of services. Despite any regulatory decisions from Washington, MSO's are

requesting the changes, but programers are setting up contractual hurdles to make tiering unattractive.

50 / THE LAST TO LAUNCH

What appears to be the last major regional sports network launches on Wednesday (Aug. 29), when Turner Broadcasting and the MSO-owned SportSouth network appears on cable systems in the Southeast. Turner's Atlanta Braves and Hawks, Charlotte Hornets and local college football will be mainstays of the service.

51 / NOT SUITABLE FOR THE ENTIRE FAMILY

With the still lagging pay-per-view industry looking for a boost, adult and B-movie channels are providing cable operators with respectable buy rates without too much marketing effort.

53 / RULES FOR RECONSIDERATION

The FCC plans a study of the broadcasting marketplace that could lead to relaxation or elimination of some broadcast regulations. One question to be explored is what changes broadcast TV has undergone since the emergence of cable TV as a powerful player in the late 1970's. There have been a lot of changes since then, says Office of Plans and Policy Chief Bob Pepper, adding: "Broadcasters are single-channel providers in a multichannel world. That would be my starting point."

53 / COME SEPTEMBER

Cable reregulation, children's TV, campaign finance reform and spectrum fees are a sampling of the communications policy issues Congress faces when it returns next month.

55 / CLOSER LOOK AT ITALIAN BILL

Critics say Italy's legislation regulating the broadcast industry does not achieve its stated goals: to insure greater pluralism in broadcasting; to protect stations from market dominance by the state-funded RAI networks and entrepreneur Silvio Berlusconi's private channels, and to promote new media ownership.

58 / BED IS MADE

The Advanced Television Test Center has installed its RF test bed, a key piece of equipment invented for laboratory testing of high-definition television transmission systems.

A look at delayed station sales (page 61)

See you in October: Dallas is among later bloomers (page 35)

60 / DAB DIFFERENCES

The National Association of Broadcasters was among those opposing a proposal by Satellite CD Radio Inc. to establish a service of 100 local and national digital audio broadcasting channels. But some broadcasters, including Hubbard Broadcasting, favored the proposal's call for satellite-delivered, compact disk-quality radio.

61 / HARD TO CLOSE

In the last 12 months, literally dozens of station sales have failed to close. BROADCASTING looks at some of the yet to close deals and what part the current economic climate has played in the delay. It certainly is not a seller's market right now, but that does not mean that the buyers are having a field day.

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Broadcasting (ISSN 0007-2028) is published 52 Mondays a year by Broadcasting Publications Inc., 1705 DeSales Street, N.W., Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $2 except special issues $3.50 (50th Anniversary issue $10). Subscriptions, U.S. and possessions: one year $70, two years $135, three years $190. Canadian and other international subscribers add $20 per year. U.S. and possessions $350 yearly for special delivery, $100 for first-class. Subscriber's occupation required. Annually: *Broadcasting* ☐ *Cable Yearbook* $115, *Across the Dial* $9.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $55). Postmaster, please send address corrections to *Broadcasting*, 1705 DeSales St., N.W., Washington, D.C. 20036.

TOP OF THE WEEK

TV STATION GROUP OPERATING MARGINS

	1987	1988	1989	1990*
	(All figures are percentages)			
A.H. Belo	45.4	42.1	42.2	42.2
Capital Cities/ABC	53.0	54.9	54.5	54.0
Gannett	30.8	29.0,	27.2	25.6
Multimedia	33.3	35.9	36.3	34.0
McGraw-Hill	NA	31.2	32.9	33.0
Pulitzer	35.1	34.6	32	29.3
Scripps-Howard	36.3	34.2	34.1	35.4
Times Mirror	59.5	56.8	47.1	44.3
Washington Post	45.6	40.2	44.0	41.1

TV station group operating margins represent group revenue divided into group profit or cash flow, which are estimates by analysts at Donaldson Lufkin & Jenrette and elsewhere. Methods of calculating margins may vary, thus comparisons between station groups are difficult. Margins in some cases may have been affected by changes in the composition of the station group from year to year. Most margins in the chart reflect only television operations; those of Multimedia, Gannett, Pulitzer and Scripps Howard include a minor portion of radio operations. *1990 figures are estimates. NA—not available.

HOLDING THE LINE ON TV PROFITS IN 1990

Investors in process of revising TV station margins downward; operators trying to keep costs one step ahead of revenue

Until recently TV station operating margins in 1990 were not projected to be down much compared to last year. But flat local advertising revenue and recent events in the Middle East are starting to cause securities analysts to lower their projections. However, those general concerns apply less to station groups weighted toward independent television, to oil patch markets or, in some cases, to the West Coast.

It is the revenue side of the margin equation with which analysts are most concerned. The cost side has been, and continues to be, watched carefully by most broadcasters, many of whom learned their lesson the hard way over the past few years. One group operator said that roughly 40 staffers were laid off last year in anticipation of slow revenue growth, with the cutbacks coming primarily at the corporate level and at news departments. Other layoffs and cutbacks are occasionally being made public.

The decline of TV advertising by automobile manufacturers and dealers in the first half, according to the Television Bureauu of Advertising, would alone account for a cut of roughly three-quarters of a million dollars in revenue, on average, per station. Banks and department stores have also cut back, according to TVB, paring their advertising spending by 18% and 14%, respectively. Such news, already reflected in the second-quarter earnings results of group owners (BROADCASTING, July 30) is causing some securities analysts to tear up earlier projections while awaiting further clues to the economy's direction.

Michael Kupinski, media analyst at St. Louis-based A.G. Edwards said: "We are going through a number of revisions right now. We were anticipating a little bit of a pop in advertising but haven't seen it pick up." John Reidy, at Smith Barney Harris Upham & Co., said: "I think margin projections are likely to be revised downward." Added another analyst: "Our models were done two or three months ago. I think there would be a less rosy outlook today."

Some companies, including both Capital Cities/ABC and CBS, have indicated they expected matters to get worse before they get better. Those expectations are also likely to be reflected in the operating budgets for 1991, which are just now in the early stages of being put together.

Among the publicly-held group owners, few are looking at sharp margin reductions, although analysts at Donaldson Lufkin & Jenrette and some other firms think that affiliate TV groups such as Washington Post Co., Times Mirror or Pulitzer, might see margin contractions of several percentage points. Scripps-Howard's margins are expected to improve due to better performances by its Fox TV affiliates. A.H. Belo's stations should also improve, reflecting the relative improvement in the Texas economy. –GF

RATINGS ROUNDUP

NBC once again took first place in the prime time ratings race last week, Aug. 13-19, with CBS finishing second and ABC third. NBC averaged a 9.7 rating and 19 share, while CBS averaged a 9.2/18 and ABC a 8.9/17. The three networks totaled a 54 share, up from previous summer weeks but down five share points from the same week last year.

Week 47 **Aug. 13–Aug. 19**

1st column tells rank, 2nd column tells position compared to last week: ▼-Down in rank from last week, ▲-Up in rank from last week, ■-Premiere broadcast. 3rd column tells rating, 4th column tells network, 5th column tells show.

1	▲	15.8/33	C	60 Minutes
2	▼	15.1/29	N	Cheers
2	▲	15.1/27	A	Roseanne
4	▲	13.7/24	F	Simpsons
5	▲	13.6/23	C	Designing Women
6	▼	13.4/28	N	Empty Nest
7		13.0/24	A	Amer. Funniest Videos
8	▲	12.8/22	A	Coach
8	▲	12.8/22	F	Married...With Children
10	▼	12.6/22	C	Murphy Brown
10	▼	12.6/24	N	Unsolved Mysteries
12	▲	12.6/26	N	Cosby
12		12.5/23	N	News Spec.:Cutting Edge
14	▼	12.2/24	N	A Different World
14	▲	12.2/21	N	Heat Of The Night
14		12.2/22	C	Murder, She Wrote
14	▲	12.2/22	A	Wonder Years
18	▲	12.1/22	N	Grand
19	▼	12.0/25	N	Golden Girls
20	▲	11.9/22	C	Major Dad
20	▼	11.9/25	A	20/20
22	▲	11.5/20	N	Two Grenvilles, Pt.2
22	▼	11.5/22	A	Who's the Boss?
24	▲	11.4/21	N	Night Court
25	▲	11.3/28	C	Movie:Naked Lie
25	▲	11.3/22	A	Head Of The Class
25	▼	11.3/19	F	In Living Color
28		11.0/23	N	Carol & Company
28	▼	11.0/24	A	Full House
30	▲	10.9/20	N	Matlock
31		10.8/20	N	Matlock/Mon.
32	▲	10.7/20	A	Doogie Howser, M.D.
32	▼	10.7/22	A	Perfect Strangers
34	▲	10.6/22	A	Growing Pains
34	▲	10.6/20	C	Rescue: 911
36	▼	10.4/22	A	Family Matters
37	▼	10.2/18	A	Movie:Columbo
37	▼	10.2/18	A	Tim Conway
39	▲	10.1/20	N	Dear John
39	▼	10.1/18	C	Face to Face w C. Chung
41	▲	10.0/19	C	Northern Exposure
42		9.9/19	C	48 Hours-Wed.
43	▼	9.8/20	A	New Attitude
44	▲	9.4/18	N	L.A. Law
45	▼	9.3/17	C	Movie: L. Geter Story
45	▼	9.3/17	C	Jake and The Fatman
45	▼	9.3/16	C	Movie:Combat Boots
48		9.0/16	C	Wish You Were Here
49	▲	8.7/16	F	Amer. Most Wanted
50		8.6/16	A	NFL Pre-Season Football
50	▼	8.6/17	A	Primetime Live
52	▲	8.2/17	C	48 Hours
53		8.1/15	A	Anything But Love
54		7.7/16	C	Candid Camera Spec.
55		7.5/15	A	Ladies On Sweet Street
56	▲	7.4/14	C	Eddie Capra Mysteries
56	▲	7.4/14	A	thirtysomething
56	▼	7.4/14	A	Young Riders
59	▼	7.3/16	C	Primetime Pets
60	▲	7.1/14	A	Equal Justice
60		7.1/15	C	Trenchcoat/Paradise
62	▼	6.9/15	N	13 East
63	▲	6.7/14	F	Cops
63	▼	6.7/14	A	Twin Peaks
65	▼	6.4/15	N	Amen
66		6.3/13	C	Newhart
67		6.2/13	A	Life Goes On
68		6.1/12	C	Steel Magnolias
69	▲	5.9/14	C	Paradise
69		5.9/14	A	Super Jeopardy!
71	▼	5.7/12	N	Midnight Caller
71		5.7/12	C	Piece Of Cake
71		5.7/13	F	Totally Hidden Video
74	▲	5.3/11	C	Room For Romance
75	▼	5.2/11	N	Shannon's Deal
76	▲	5.1/10	N	A Family For Joe
76		5.1/9	N	Baywatch Spec.
78	▼	4.9/9	F	Booker
79	▲	4.7/10	N	Ann Jillian
79	▼	4.7/9	C	His & Hers
79	▼	4.7/10	N	Quantum Leap
82	▼	4.2/9	A	Monopoly
83	▲	4.1/9	F	Outsiders
83		4.1/8	F	21 Jump Street
85	▼	4.0/8	A	China Beach
86		3.8/6	F	Alien Nation
87		2.9/6	F	Tracey Ullman Show
88		2.7/5	F	Ghostwriter
89		2.3/5	F	21 Jump Street-Wed.
89		2.3/4	F	Molloy

FREEZE FRAMES: Syndication Scorecard *

Week ended Aug. 12

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, syn. (King World)	11.2	232	99
2	Jeopardy! (King World)	10.3	220	99
3	Star Trek: Next Generation (Paramount)	8.3	234	98
4	Current Affair(20th Century Fox TV)	8.0	196	98
5	Cosby Show (Viacom)	7.9	205	98
6	Oprah Winfrey (King World)	7.8	217	99
7	Entertainment Tonight (Paramount)	7.2	181	96
8	Wheel of Fortune, wknd. (King World)	6.7	204	90
9	Donahue (Multimedia)	5.7	229	99
10	Geraldo (Tribune)	5.2	190	98
11	People's Court (Warner Bros Domestic TV)	5.1	182	90
12	Mama's Family-Syn (Warner Bros Dom TV)	5.0	177	91
13	Chip 'N' Dale (Buena Vista TV)	4.9	179	96
13	Inside Edition (King World)	4.9	122	84
15	Ducktales (Buena Vista)	4.6	194	95
15	Lifestyles Rich & Famous (TPE)	4.6	154	89

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

KTVE(TV) El Dorado, Ark., WJHG(TV) Panama City, Fla., and WALB-TV Albany, Ga. □ Sold by Terry P. McKenna, executor, to GCC Holdings Inc. for $41,242,500. Sale is for 51.7% of company. Price is for 253,800 shares at $165,800 each. **Seller** is executor of estate of James H. Gray Sr. **Buyer** is headed by James H. Gray Jr. (son), Richard D. Carson, G. William Speer, Lawrence E. Mock Jr. and Charles Moseley Jr., and has interest in KTVE(TV), WJHG(TV) and WALB-TV. KTVE is NBC affiliate on ch. 10 with 316 kw vis., 63.1 kw aur., and antenna 290 feet. WJHG is NBC affiliate on ch. 7 with 316 kw vis., 34 kw aur., and antenna 870 feet. WALB-TV is NBC affiliate on ch. 10 with 316 kw vis., 31.6 kw aur., and antenna 964 feet.

WTTO(TV) Birmingham, Ala., and WCGV(TV) Milwaukee □ Sold by HR Broadcasting Corp. of Milwaukee to ABRY Television Ltd. for $37 million. Total is due in cash at closing. Stations were acquired in July 1986 for $30.5 million. **Seller** is headed by Albert P. Krivin, Robin French, Robert Furlong and Hal Gaber. **Buyer** is headed by W. Mitt Romney, Joshua Bekenstein and Royce Yudkoff, and has interest in WNUV-TV Baltimore, and KZKC(TV) Kansas City, Mo. WTTO is independent on ch. 21 with 1,042 kw vis., 104 kw aur., and antenna 1,342 feet. WCGV is Fox affiliate on ch. 24 with 3,000 kw vis., 300 kw aur., and antenna 1,069 feet.

WKQD(FM) Tullahoma, Tenn. □ Sold by Fortune Media Communications Inc. to Camellia Broadcasters Inc. for $3.6 million. Total is due in cash at closing and includes $400,000 noncompete covenant. Station was acquired in July 1988 for $150,000. **Seller** is headed by Larry W. Latham, Charles Reidhead and G. Douglas Young, and has no other broadcast interests. **Buyer** is headed by R. Parker and Virginia Griffith, husband and wife, and Thomas H. Griffith, brother. R. Parker Griffith has interest in WTAK(AM) Huntsville, Ala. WKQD has adult contemporay format on 93.3 mhz with 100 kw and antenna 995 feet.

KKAA(AM)-KQAA(FM) Aberdeen, S.D. □ Sold by T&J Broadcasting Inc. to CD Broadcasting Corp. for $850,000. Price includes $10,000 deposit, $590,000 cash at closing and $250,000 noncompete covenant payable over five years. Stations were acquired in July 1988. **Seller** is headed by Thomas E. Ingstad and has interest in KBMW(AM)-KLTA(FM) Breckinridge, Minn.; KIT(AM)-KATS(FM) Yakima, Wash.; KPXR(AM) Anchorage, Alaska; KXIC(AM)-KKRQ(FM) Iowa City; KIMM(AM)-KGGG(FM) Rapid City, S.D., and KFKA(AM)-KSQI(FM) Greeley, Colo. T&J Broadcasting is selling KBMW(AM) Breckinridge, Minn. **Buyer** is headed by Christopher T. Dahl, Russell Cowles II, Richard W. Perkins, Lance W. Riley and Mel Paradis, and has interest in KRRZ(AM)-KZPR(FM) Minot and KJJQ(AM)-KKQQ(FM) Volga, both South Dakota, and KKBJ(AM)-KKBJ(FM) Bemidji, KLG(AM)-KLBR(FM) Redwood Falls and KQHT-FM Crookston, all Minnesota. KKAA has country and western format on 1560 khz with 10 kw day and 5 kw night. KQAA has adult contemporary format on 94.9 mhz with 100 kw and antenna 1,383 feet. *Broker: Johnson Communication Properties Inc.*

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ **$1,260,000** □ **5**
FM's □ **$5,763,280** □ **4**
AM-FM's □ **$850,000** □ **3**
TV's □ **$78,242,500** □ **5**
Total □ **$86,115,780** □ **16**

Year to Date:

AM's □ **$78,271,077** □ **173**
FM's □ **$389,888,987** □ **171**
AM-FM's □ **$308,308,698** □ **157**
TV's □ **$732,216,900** □ **73**
Total □ **$1,530,467,660** □ **592**

For 1989 total see Feb. 5, 1990 Broadcasting.

For other proposed and approved sales see "For the Record," page 68.

Kelly Callan, Fred Kalil, Dick Paye,
Dick Beesemyer and Frank Kalil

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■ **WMCF(TV) Montgomery, AL** (BALCT900518KN; ch. 45; 600 kw-V; 60 kw-A; ant. 1,010 ft.)—Granted app. of assignment of license from Word of God Fellowship Inc. to Sonlight Broadcasting System Inc. for $1.1 million. Seller is headed by Clyde Price and has no other broadcast interests. Buyer is headed by Paul F. Crouch Jr., George V. Turner, Jay Alan Sekulow, Stuart J. Roth and Jonathan Johnsen, and is licensee of WMPV-TV Mobile, AL; has CP for WBUY-TV Holly Springs, MS, and holds CP for WPGD-TV Hendersonville, TN. Action Aug. 8.

■ **WPSO(AM) New Port Richey, FL** (BAL900615EA; 1500 khz; 250 w-D)—Granted app. of assignment of license from Ceresoli Communications Inc. to Lowrey Communications Inc. for $354,010. Seller is headed by Anthony D. Ceresoli and Anthony and Anna M. Ceresoli Jr., husband and wife, and has no other broadcast interests. Buyer is headed by Thad M. Lowrey, Barbara Lowrey and Sam Y. Allgood Jr., and has no other broadcast interests. Action Aug. 7.

■ **WPFM(FM) Panama City, FL** (BALH900307GJ; 107.9 mhz; 100 kw; ant. 840 ft.)—Granted app. of assignment of license from from Culpepper Communications Inc. to Broad Based Communications Inc. for $3.5 million ("Changing Hands," March 19). Seller is headed by John C. Culpepper and Barry Turner and has no other broadcast interests. Buyer is headed by Vincent Henry, who is son of group owner Ragan Henry, is officer and shareholder of Ragan Henry Broadcast Group Inc. Action Aug. 9.

■ **WGHC(AM) Clayton, GA** (BTC900523EA; 1370 khz; 2.5 kw-D)—Granted app. of assignment of license from Turner-Rabun Radio Inc. to Richard J. Turner Jr. for no financial considerastions. Seller is headed by Richard J. and Sylvia Turner Sr., husband and wife, and has interest in WGHC(AM) Clayton, GA. Buyer is son Richard J. and Sylvia Turner Sr., and has no other broadcast interests. Action Aug. 7.

■ **WJGA(FM) Jackson, GA** (BTCH900518HN; 92.1 mhz; 2.15 kw; ant. 374 ft.)—Granted app. of assignment of license from Tarkenton Broadcasting Co. to Donald W. Earnhart for $600,000. Seller is headed by Dallas M. Tarkenton and Donald W. Earnhart. Tarkenton has interest in Carroll County Media, licensee of WBTR-FM Carrolton, GA. Buyer has no other broadcast interests. Action Aug. 31.

■ **KLSS(AM) Mason City, IA** (BAL900625EG; 1010 khz; 1 kw-D, 15.8 kw-N)—Granted app. of assignment of license from River City Broadcasting Inc. to University of Northern Iowa for no financial considerations. Seller is headed by Paul C. Hedberg, who has interest in Music City Broadcasting Inc., licensee of KLSS(FM) Mason City, IA. Buyer is headed by Constantine Curri, Nancy Marlin and Doug Vernier, and is licensee of KUNI-FM Cedar Falls, KHKE-FM Cedar Falls, KUNY-FM Mason City, all Iowa; and translator stations K233AA Davenport, K252BC Dubuque, K274AA Eldridge and K214BA Mason City, all Iowa. Action Aug. 10.

■ **KRIB(AM) Mason City, IA** (BAL900430EG; 1490 khz; 1 kw-U)—Granted app. of assignment of license from Chesterman Co. to River City Broadcasting Inc. for $250,000. Seller is headed by Russell C. and Edward R. Boyd, and has no other broadcast interests. Buyer is headed by Paul C. Hedberg, Mark P. Hedberg and Juliet A. Hedberg, and is licensee of KLSS(AM) Mason City, IA. Paul C. Hedberg owns 100% of Music Man Broadcasting Inc., licensee of KLSS-FM Mason City, IA; owns 95% of Faribault County Broadcasting Co., licensee of KEEZ-FM Mankato, MN; owns 16% of Western Minnesota Broadcasting Co., licensee of KMRS(AM)-KKOK(FM) Morris, MN, and 60% of Campus Radio Co., licensee of KUOO-FM Spirit Lake, IA. Action Aug. 10.

■ **KVKI-AM-FM Shreveport, LA** (AM: BAL900625ED; 1550 khz; 10 kw-D, 500 w-N; FM: BALH900625EE; 96.5 mhz; 100 kw; ant. 1,000 ft.)—Granted app. of assignment of license from Encore Communications Associates to Progressive United Corp. for $1.5 million. Seller is headed by George Duncan and Robert J. Smith and has interest in KBFM(FM) Edinburg and KHFI-FM Austin, both Texas, and KZOU-AM-FM Little Rock, AR. Buyer is headed by William R. Fry, Linda S. Carmichael, Angelo R. Marra, Anthony J. Marra, Sidney Mishkin and Lawrence T. Kennedy Jr., and has no other broadcast interests. Action Aug. 10.

■ **KXLT(TV) Rochester, MN** (BALCT900430KI; ch. 47; 107.2 kw-V; ant. 1,470 ft.)—Granted app. of assignment of license from Halcomm Inc. to KXLI Acquisition Corp. for assumption of debt. Deal includes KXLI(TV) St. Cloud, MN. Seller is headed by Dale W. Lang, who has 40% interest in Halcomm. Buyer is headed by Dale W. Lang. Lang owns 100 of KXLI Acquisition Corp., and is licensee of KXLI(TV) St. Cloud, KXLT-TV Rochester, MN. KXLI(TV) and KXLT(TV) have been dark, with authority, since December 15, 1988. Action Aug. 7.

■ **KXLI(TV) St. Cloud, MN** (BALCT900430KH; ch. 41; 107.2 kw-V; ant. 1,470 ft.)—Granted app. of assignment of license from Halcomm Inc. to KXLI Acquisition Corp. for ssumption of debt. Sale includes KXLT-TV Rochester, MN (see above). Seller is headed by Dale W. Lang. Buyer is headed by Dale W. Lang and Richard P. Latora. Action Aug. 7.

■ **WBTB(AM) Beaufort and WZYC(FM) Newport, both North Carolina** (AM: BTC900315EG; 1400 khz; 1 kw; FM: BTCH900315EH; 103. 3 mhz; 100 kw; ant. 140 ft.)—Granted app. of assignment of license from BD Communications Inc. to Brown Distributing Co. for $425,000. Seller is subsidiary of Brown Distributing Co., and is headed by Jacob Brown and Philip Goldman. Goldman has interest in Edens Broadcasting Inc., licensee of KOY-AM-FM Phoenix; WRBQ(AM) St. Petersburg and WRBQ(FM) Tampa, both Florida; WRVA(AM)-WRVQ(FM) Richmond and WWDE(FM) Hampton, both Virginia, and KKLQ-AM-FM San Diego. Buyer is headed by Larry E. and Betty Brown, husband and wife. Larry Brown is son of Jacob Brown. Don Shaver, Robert Brooks, Thomas D. Wright, Dominic D'Angelo V and Larry Vaughn, are officers in BD Communications Inc. ("BD"), licensee of WZYC-FM Newport, NC. Action Aug. 9.

■ **KTRT(AM) Claremore, OK** (BAL900405EG; 1270 khz; 1 kw-D, 26 w-N)—Granted app. of assignment of license from Harmon Kiefer Curlee to Oklahoma Sports Properties Inc. for $71,000. Seller has no other broadcast interests. Buyer is headed by Fred M. Weinberg and has no other broadcast interests. Action Aug. 6.

■ **KKBS(FM) Guymon, OK** (BALH900221GJ; 92.7

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,979	247	5,226
Commercial FM	4,308	867	5,175
Educational FM	1,430	282	1,712
Total Radio	10,717	1,396	12,118
Commercial VHF TV	550	19	569
Commercial UHF TV	552	185	737
Educational VHF TV	124	4	128
Educational UHF TV	226	20	246
■ Total TV	1,452	233	1,680
VHF LPTV	300	205	505
UHF LPTV	457	1,508	1,965
■ Total LPTV	757	1,713	2,470
FM translators	1,849	290	2,139
VHF translators	2,732	116	2,848
UHF translators	2,223	401	2,624

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.